



EXPLORE. EDUCATE. INNOVATE.

Exhibitor and Sponsorship
PROSPECTUS
2013
May 1-2 | Worcester

Hosted by The Commonwealth of Massachusetts' Operational Services Division



Table of Contents

2 Attendee Profile | 3 Exhibitor Opportunities | 4 Premier Sponsorships at-a-Glance | 5 Premier Sponsorship Opportunities | 6 Specialty Sponsorships at-a-Glance | 7-8 Specialty Sponsorship Opportunities | 9 Advertising Opportunities | 10 EXPO Floor Plan | 11 Exhibitor Checklist

Get More in 2013

Welcome to the Most Important Government Expo of the Year!

Join us on May 1 - 2, 2013 for the Commonwealth's largest Business to Government (B2G) event of the year! The Operational Services Division invites you to exhibit at the 2013 MASSbuys EXPO where procurement and purchasing officials from across the Commonwealth gather to explore, to learn, and to purchase innovative goods and services from Statewide Contracts. The EXPO is the most important meeting for procurement and purchasing officials and the premier marketing opportunity for you, our vendors. 2012 soared above expectations by setting attendance records over 2400 exhibitors and attendees. The EXPO continues to demonstrate the importance and the effectiveness of public procurement initiatives.

Thank you for being a part of The MASSbuys EXPO and for bringing your energy and enthusiasm to this award-winning event.

Sincerely,

Barbara A. Miller

Director, 2013 MASSbuys EXPO

MASSbuys EXPO 2012 Receives Honorable Mention George Cronin Award for Procurement Excellence National Association of State Procurement Officials

The Operational Services Division is an Honorable Mentioned recipient of *The George Cronin Award for Procurement Excellence* for the 2012 MASSbuys EXPO. This national award, given annually by the National Association of State Procurement Officials (NASPO), is recognized as a premier achievement for innovative public procurement and pays homage to a founder and the first president of NASPO, George J. Cronin. Since 1985, the Cronin Awards have recognized groundbreaking state procurement programs and promoted the sharing of ideas amongst states. Judging criteria included innovation, transferability, service improvement, and demonstrable cost reduction. For more information on NASPO, please visit www.naspo.org.



\$978.5M Spent on Statewide Contracts in Fiscal Year 2012

What was your share?

MASSbuys is your opportunity to increase your market share by meeting with over 1,400 public purchasers in 1 day!

Connect with Customers at Every Point of the Buying Process

► Pre-Show Research

Attendees recognize their needs and research product options prior to attending the show.

► On-Site Connection

Attendees follow up on their research and **Explore** the EXPO and establish connections with exhibitors.

► Product Evaluation

Attendees seek details to become **Educated** about all product options available at the show.

► Evaluate Alternatives

Attendees review product information and visit exhibitors to look for **Innovative** alternative products to reach a buying decision.

► Make a Purchase

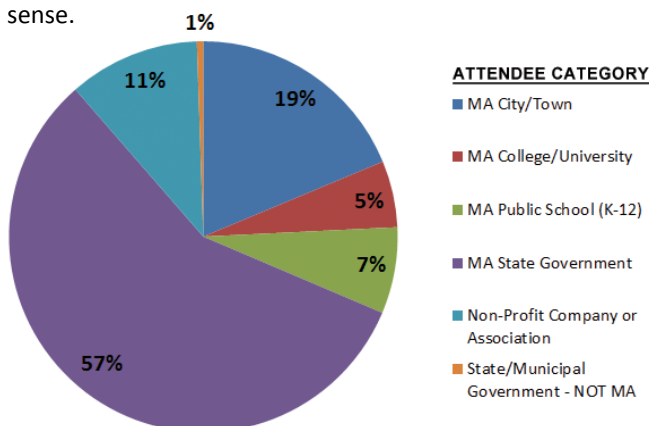
Attendees buy goods and services based on information and research conducted during the EXPO.

ATTENDEE PROFILE

Who Attends MASSbuys?

Opportunities to EXPLORE

Attendees represent a diverse range of government purchasing officials from state agencies, authorities, educational institutions, municipalities, non-profits and various people with procurement/purchasing responsibilities within their organization. Coupled with their spending power, you'll quickly realize exhibiting and sponsoring the MASSbuys EXPO makes good business sense.



Put Your Company in Front of an Audience with Buying Influence!

- **81%** of exhibitors surveyed met new customers at MASSbuys 2012!
- **82%** of exhibitors secured leads at MASSbuys 2012!
- **81%** of attendees find the Program Directory useful when making future purchases – advertise today to make an impression that will last year-round!
- **76%** of attendees plan their day at MASSbuys in advance, so be sure to market your booth in the months leading up to MASSbuys! Consider a sponsorship or Comm-PASS Advertisement to increase your pre-event exposure!
- **51%** of attendees described their roles as upper management decision-making.
- **58%** of attendees are from MA State Departments – the prime target market for Statewide Contractors!

INNOVATIVE Pre-Event Marketing Opportunities Designed for YOU!

As an exhibitor at MASSbuys you have the opportunity to participate in several exhibitor activities prior to the event.

Enhanced Exhibitor Marketing Kit Take advantage of the MASSbuys Exhibitor Marketing Kit designed to increase your ROI!

Improved Advertising Provides you with new opportunities pre and post event as well as the day of the event.

Complimentary Exhibitor Marketing Material Increase your booth traffic with free marketing collateral provided by OSD.

Exhibitor Day—May 1st Designed with our exhibitors in mind including:

- Information on the NEW eProcurement System
- One-on-one sessions with a Strategic Sourcing Lead
- A Vendor Networking Reception

EDUCATE Government Purchasers



- ✓ Public Procurement Officials
- ✓ Contract Managers
- ✓ Program Coordinators
- ✓ Public Safety Officials
- ✓ School Purchasing Officials
- ✓ Legal Counsels

- ✓ IT Staff
- ✓ Procurement Team Members
- ✓ Facilities Managers
- ✓ Housing Directors
- ✓ Strategic Sourcing Leads
- ✓ Program Managers

- ✓ Supplier Diversity and SBPP Officers
- ✓ EPP Procurement Program Liaisons
- ✓ Comm-PASS Subscribers
- ✓ Chief Procurement Officials
- ✓ MA Certified Public Purchasing Officials
- ✓ All Statewide Contract Users

EXHIBITOR OPPORTUNITIES

Visibility for a Higher ROI

Standard Exhibitor Packages			Exhibitor Pricing		
Option A 10' X 10' Booth	Option B 10' X 8' Booth	Option C 6' Table Display	Booth Size	If Paid By 3/15/13	If Paid After 3/15/13
<ul style="list-style-type: none"> • Listing in Program Directory • 2 Exhibitor Passes • 7" X 44" Signage • 6' Draped Table • 8' Back Wall Drape • 3' Side Drapes • Carpeted Booth Space • 2 Folding Chairs 	<ul style="list-style-type: none"> • Listing in Program Directory • 2 Exhibitor Passes • 7" X 44" Signage • 6' Draped Table • 8' Back Wall Drape • 3' Side Drapes • Carpeted Booth Space • 2 Folding Chairs 	<ul style="list-style-type: none"> • Listing in Program Directory • 2 Exhibitor Passes • 7" X 44" Signage • 6' Draped Table • Carpeted Booth Space • 2 Folding Chairs 	10' x 10'	\$1,095	\$1,275
			8' x 10'	\$995	\$1,175
			6' Table	\$770	\$950

Why Exhibit? MASSbuys brings the largest number of government purchasers from across the Commonwealth to one location!

Top 8 reasons your company can't afford to miss exhibiting at the MASSbuys EXPO!

1. **INTERACT** with a highly targeted group of influential decision drivers procurement directors, purchasing agents and more!
2. **COLLABORATE** with fellow vendors to build partnerships and business opportunities.
3. **GAIN** valuable product feedback from your contract users.
4. **DEMONSTRATE** your company's products and services to your target audience, and how your company can add value in the day-to-day operations at top institutions.
5. **NETWORK** with meeting attendees drawn by the best educational programs for procurement and purchasing officials.
6. **DEVELOP** lasting customer relationships and strategic business opportunities.
7. **MEET** directly with purchasing professionals directly involved in driving purchasing decisions and get in on the ground floor of the sales cycle.
8. **BUILD** company visibility in a competitive marketplace and be where your competitors will be.

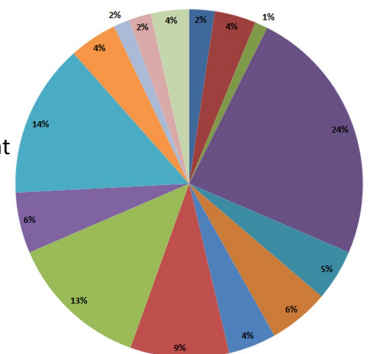
INTRODUCE
GOVERNMENT
MEET
EXPLORE
WORKSHOPS
EDUCATE
SEMINARS
EVENT
OPPORTUNITIES
BUSINESSES
MEET
INNOVATE

2012 Exhibitor Profile

In 2012, MASSbuys exhibitors showcased a diverse set of products and services to Commonwealth procurement and purchasing officials.

These categories included:

- | | |
|--|---|
| 2% Clothing, Uniforms and Related Supplies | 9% I.T. Hardware and Services |
| 4% Department Designated | 6% Network Service and Equipment |
| 1% Energy Commodities and Services | 14% Office, Recreational, Educational Equipment |
| 24% Facilities and Environmental Services | 2% Professional Services—Training Services |
| 5% Facilities & Operations | Professional Services—HR / Legal |
| 6% Food, Groceries and Related Services | 4% Public Safety: Law/Firefighter/EMS |
| 4% Healthcare Commodities and Services | 2% Vehicles and Related Services |
| 13% I.T. Software and Services | |



PREMIER SPONSORSHIPS OPPORTUNITIES

Platinum \$5,000

- 10' x 20' booth in Premium Location (*while they last*)
- Outside back cover advertisement in the Program Directory
- Ad on Comm-PASS for three months – **a \$3600 value!**
- Participation in Roundtable Discussion
- MASSbuys Newsletter (Newsletter Article, 1/4 page Ad, Sponsorship mention)
- Name on 8 Breakfast/Lunch banquet tables indicating sponsorship
- Digital Signage in arena
- Signage at Registration booth
- Name on MASSbuys website indicating sponsorship
- 6 additional exhibitor passes – **a \$150 value!**
- 4 complimentary parking spots
- Priority one-on-one registration
- Sponsorship signage in lobby
- Company Logo in Program Directory
- Company name on attendee tote bag

Gold \$3,000

- 10' x 10' booth in Premium Location (*while they last*)
- Half page ad in Program Directory
- Ad on Comm-PASS for one month of vendor's choice, determined by availability – **a \$1200 value!**
- MASSbuys Newsletter (Business card display ad, Sponsorship mention)
- Name on 4 Breakfast/Lunch banquet tables indicating sponsorship
- Name on MASSbuys website indicating sponsorship
- Digital Signage in arena
- 1 complimentary parking spot
- 4 additional exhibitor passes – **a \$100 value!**
- Sponsorship signage in lobby
- Company Logo in Program Directory
- Company name on attendee tote bag

Silver \$1,750

- 10' x 10' booth in a Premium location (*while they last*)
- Quarter page advertisement in Program Directory
- MASSbuys Newsletter (Sponsorship mention)
- Digital signage in arena
- Company name on MASSbuys website indicating sponsorship
- 2 additional exhibitor passes – **a \$50 value!**
- Sponsorship signage in lobby
- Company Logo in Program Directory
- Company name on attendee tote bag

Bronze \$1,250

- 8' x 10' booth, or 6' Table in Premium location (*while they last*)
- 1 additional exhibitor pass – **a \$25 value!**
- Business card advertisement in Program Directory
- Digital signage in arena

INNOVATE

Get more out of Social Media:

Whether you need to communicate with event organizers, to drive attendees to your booth, to generate buzz, or to share post-event photos, social media should be a primary tactic in your marketing strategy. With the power to share comes the ability to spread the word, to increase awareness, and to accomplish your goals.

61% of LinkedIn members use it as their primary professional networking site

340 million tweets are sent each and every day

Utilize Social Media to increase the promotion of your Exhibit at MASSbuys!



Follow us on Twitter
@MASSbuys



Join the discussion on LinkedIn

\$978.5 Million

What was your share? Last year \$978.5 Million was spent on Statewide Contracts, MASSbuys is your opportunity to EDUCATE over 1,400 public purchasers in 1 day!

Why Sponsor the MASSbuys EXPO?



- **PROFIT**—to maximize value
- **MARKET SHARE**—defending and increasing market share
- **COMPETITION**—stand out from your competitors

SPECIALTY SPONSORSHIP OPPORTUNITIES

Specialty Sponsorship opportunities are the easiest way to be memorable before, during, and after the show. A specialty sponsorship can boost your branding power, reach more eyes and drive qualified buyers to your exhibit booth. Choose from 13 exciting sponsorship opportunities to increase your presence at the MASSbuys EXPO.



Tote Bag Sponsor \$3,500 (Limit 1) - Be the exclusive tote bag sponsor of the MASSbuys EXPO. Attendees have a lot to carry so why not let them take your name with them wherever they go. It is great walking advertisement when your company name and the MASSbuys logo printed on entire front side of the attendee tote bags distributed to each attendee at check-in. The tote bag sponsorship also includes a 10' x 10' booth.



Lanyard Sponsor \$3,500 (Limit 1) - Have your company name printed on 2000 lanyards distributed to each attendee at attendee registration – 1350 lanyards distributed in 2012! The lanyard sponsor will also receive a 10' x 10' booth.



Pen Sponsor \$3,500 (Limit 1) - Gain exposure all year long and be visible to public purchasers who didn't make it to the event! Have your company name/logo with MASSbuys logo printed on 4000 pens distributed at MASSbuys and distributed at OSD trainings to eligible purchasers throughout 2013 while supplies last. The pen sponsor will also receive a 10' x 10' booth.



Hydration Station \$2,800 (Limit 2) – NEW! - Help us in our efforts to be green by sponsoring 1500 eco-friendly, reusable drinking cups with both sponsors' logos. Each attendee will receive the drinking cup at registration and will have the opportunity to use it throughout the conference at water coolers. Instead of wasting water by washing glasses or producing waste with single use cups, you'll be helping the environment and giving our attendees a takeaway that lasts long after the EXPO! Hydration Station Sponsors will also receive:

- 10' x 10' booth
- 2 additional exhibitor passes – a \$50 value!
- 8 ½" x 11" company sign at 4 water coolers/vendor throughout the DCU Center
- Recognition in DCU Center lobby



Recycling Sponsor \$1,500 (Limit 1) – NEW! - Highlight your environmentally preferable products and/or services on Statewide Contract by hosting an on-site recycling demo. Recycling sponsor will also receive:

- 10' X 10' booth
- Company logo in program directory



Breakfast Sponsor \$1,500 - Start off the morning hosting a breakfast to all the participating attendees and vendors.

- 10' X 10' booth
- Company signage on buffet tables in arena from 7AM to 10AM during attendee breakfast
- Company logo on signage at entrance of arena
- Company logo in program directory



Lunch Sponsor \$1,500 - Build recognition for your company by hosting lunch for the entire public purchasing community in attendance.

- 10' X 10' booth
- Company signage on buffet tables in arena from 11AM to 2PM during attendee lunch
- Company logo on signage at entrance of arena
- Company logo in program directory

EXPLORE limitless opportunities

for your business at MASSbuys

- NETWORKING & BUSINESS DEVELOPMENT
- MARKETING AND BRAND EXPOSURE
- PRODUCT & SERVICES SHOWCASE
- CUSTOMER RELATIONSHIP MANAGEMENT

SPECIALTY SPONSORSHIP OPPORTUNITIES



Snack Sponsor \$1,500 – NEW! - Increase brand awareness among attendees by sponsoring refreshments throughout the day. These breaks give everyone a chance to replenish with coffee, soft drinks, and snacks. Attendees see your signage and logo at each snack area inside the DCU Center throughout the conference.

- 10' X 10' booth
- Company logo in program directory



Attendee Lounge Sponsor \$1,000 – NEW! - Give attendees and your company a boost by sponsoring the attendee lounge on the 2nd floor of the DCU Center. As attendees wait for their next workshop or recharge their phones, iPads, and other devices, provide them with your Statewide Contract marketing collateral distributed on each table in the lounge. Attendee lounge sponsors will also receive company signage at the entrance of the 2nd floor.



Private Meeting Rooms Sponsor \$1,000 – NEW! - Reserve a private suite to facilitate private one-on-one meetings with clients. Your suite can also be open during the times specified below for demos of your product or service.



Workshop Sponsor \$500 – NEW! -Market to your target audience in a captive setting with a 1 to 2 minute video clip* highlighting your company, booth, and Statewide Contract offerings played before the workshop of your choice. You have the opportunity to distribute your Statewide Contract marketing collateral to each attendee at the workshop of your choice. *Video clip to be provided to OSD by the sponsor by April 26, 2013. OSD reserves the right to request changes or reject inappropriate content



Attendee Tote Bag Inserts Sponsor \$500 (limit 10) – NEW! - Sponsoring an attendee tote bag insert is the perfect way to expose your latest Statewide Contract product or service, company, and booth to all MASSbuys attendees. This sponsorship provides you the opportunity to include your Statewide Contract promotional marketing literature in each attendee tote bag - distributed to each of our 1350 attendees in 2012!



Transportation Sponsor \$500 – NEW! - Make a lasting impression - be the first to welcome attendees. Sponsor the roundtrip shuttle bus between the MBTA station, parking garages, and the DCU Center to be the first *and last* to receive attendee attention.

The MASSbuys EXPO is the premier G2B event in the Commonwealth, bringing together our Statewide Contract Vendors and public purchasers. You can attend many events, but if selling to government is your goal, you simply can't afford to miss the MASSbuys EXPO 2013!



IMPORTANT DATES

January 22nd: Exhibitor Registration Opens

March 15th: Early Bird Registration Deadline

April 1st: Program Directory Closes

April 1st: Advertising Deadline

April 8th: Hilton Garden Inn Hotel Discount

April 18th: Capital Convention Contractors Advance Discount Order Deadline

April 22nd: One-On-One Registration Closes

April 25th: Capital Convention Contractors Advance Shipping Deadline

PREMIER SPONSORSHIPS—OPPORTUNITIES AT-A-GLANCE

Showcase Your Products and Services

To Attendees from Over 450 Government Agencies, Municipalities, Non-Profits and Educational Institutions from Across the Commonwealth!

Sponsorship offers important value-added opportunities to create brand awareness and to highlight your organization's products and services on Statewide Contracts. Sponsoring helps maximize your investment and assists in standing out from your competition. See page 4 for complete details.

WHAT'S INCLUDED:	PLATINUM	GOLD	SILVER	BRONZE
Cost	\$5,000	\$3,000	\$1,750	\$1,250
Booth Size (Premium Location)	10 x 20	10 x 10	10 x 10	6' Table, or 8 x 10
Advertisement Size	Full-page	Half-page	Quarter-page	Business Card
Comm-PASS Advertisement	Yes (3 months)	Yes (1 month)	N/A	N/A
Participation in Roundtable Discussion	Yes	N/A	N/A	N/A
MASSbuys Attendee Newsletter	Yes (Article in Newsletter, 1/4 Page Ad, Sponsor Mention)	Yes (Business Card Ad, Sponsor Mention in Newsletter)	Yes (Sponsor Mention in Newsletter)	N/A
Digital Signage in Arena	Yes	Yes	Yes	Yes
Registration Booth Signage	Yes	N/A	N/A	N/A
Company Name on MASSbuys Website	Yes	Yes	Yes	N/A
Additional Exhibitor Passes	6	4	2	1
Parking Passes	4	1	N/A	N/A
Priority One-on-One Scheduling	Yes	N/A	N/A	N/A
Sponsor Signage in Lobby	Yes	Yes	Yes	N/A
Logo in Program Directory	Yes	Yes	Yes	N/A
Company Name on Attendee Tote Bag	Yes	Yes	Yes	N/A

Stay "Top of Mind" with Pre-show and On-site Sponsoring and Advertising

Put your company name front and center—partner with MASSbuys to help increase sales to the government sector! MASSbuys sponsorship opportunities will help you meet your specific marketing goals and maximize your company's visibility with government purchasing officials through customized sponsorships and advertising packages.

Sponsorship and advertising can help your company highlight a new product on contract, demonstrate product enhancements, generate new leads that will result in customers for years; strengthen brand recognition and engage in in-depth discussions with attendees.

SPECIALTY SPONSORSHIPS OPPORTUNITIES AT-A-GLANCE

SPONSOR TYPE:	COST	BOOTH SIZE	SIGNAGE	EXHIBITOR PASSES	PRODUCT
<i>Attendee Tote Bag Sponsor</i>	\$3,500	10 x 10 (Premium Location)	Recognition in Program Directory	N/A	Company Name on Front of 1,500 Tote Bags with MASSbuys EXPO Logo
<i>Lanyard Sponsor</i>	\$3,500	10 x 10 (Premium Location)	Recognition in Program Directory	N/A	Company Name on 2,000 Lanyards
<i>Pen Sponsor</i>	\$3,500	10 x 10 (Premium Location)	Recognition in Program Directory	N/A	Company Name on 4,000 Pens
<i>Hydration Station (Limit 2)</i>	\$2,800	10 x 10 (Premium Location)	At 4 Water Stations and Lobby	2 Additional Passes	Logo on 1500 Cups, or Split Order of 750
<i>Breakfast Sponsor</i>	\$1,500	10 x 10 (Premium Location)	On Buffet Tables, Entrance to Arena and Recognition in Program Directory	N/A	N/A
<i>Lunch Sponsor</i>	\$1,500	10 x 10 (Premium Location)	On Buffet Tables, Entrance to Arena and Recognition in Program Directory	N/A	N/A
<i>Recycling Sponsor</i>	\$1,500	10 x 10 (Premium Location)	Recognition in Program Directory	N/A	Vendor On-Site Recycling Program or Demo
<i>Snack Sponsor</i>	\$1,500	10 x 10 (Premium Location)	Signage on Snack Tables at Locations Throughout DCU	N/A	N/A
<i>Attendee Lounge Sponsor (Limit 1)</i>	\$1,000	N/A	Recognition in Program Directory	N/A	N/A
<i>Private Meeting Rooms Sponsor (Limit 4)</i>	\$1,000	N/A	N/A	N/A	Conference Room Reserved for up to 2 hours for vendor meeting or workshop
<i>Attendee Tote Bag Inserts Sponsor (Limit 10)</i>	\$500	N/A	Recognition in Program Directory	N/A	Provide company literature to be inserted into the attendee tote bags
<i>Transportation Sponsor (Limit 1)</i>	\$500	N/A	Signage on Shuttle Bus from Train Station and Parking Lots to and from the DCU Center, Recognition in the Program Directory	N/A	Vendor Signage on Shuttle Bus
<i>Workshop Sponsor</i>	\$500	N/A	Signage at Workshop, Recognition in Program Directory	N/A	Video Clip (1-2 minutes) provided by vendor played at beginning of specified workshop

ADVERTISING OPPORTUNITIES

Advertising is a way to reach not only MASSbuys EXPO attendees but also the government purchasing community not in attendance on May 2nd! Take advantage of the many opportunities to advertise before, during, and after the MASSbuys EXPO. Advertising opportunities include electronic and online advertising options, as well as print and on-site attendee premiums.

Official Program Directory Advertising

Advertising in the MASSbuys Program Directory is a great way to stand out and to drive buyers to your booth. The MASSbuys Program Directory will be distributed to all attendees during MASSbuys attendee registration. The Program Directory includes complete details of the event, exhibit hall, and networking activities – extending brand awareness and enhancing the effectiveness of your program listing! What's more, it is also referred to throughout the year by attendees and shared with their colleagues. See below for more details.

Comm-PASS Advertising

NEW in 2013! OSD is pleased to offer MASSbuys exhibitors a one-time, 50% discount on Comm-PASS Advertising! Promote your Statewide Contract directly on the Comm-PASS homepage that attracts over 125,000 viewers every day! More importantly, your Comm-PASS advertisement will link directly to your Statewide Contract website. See below for more information.

Official Program Directory Advertising

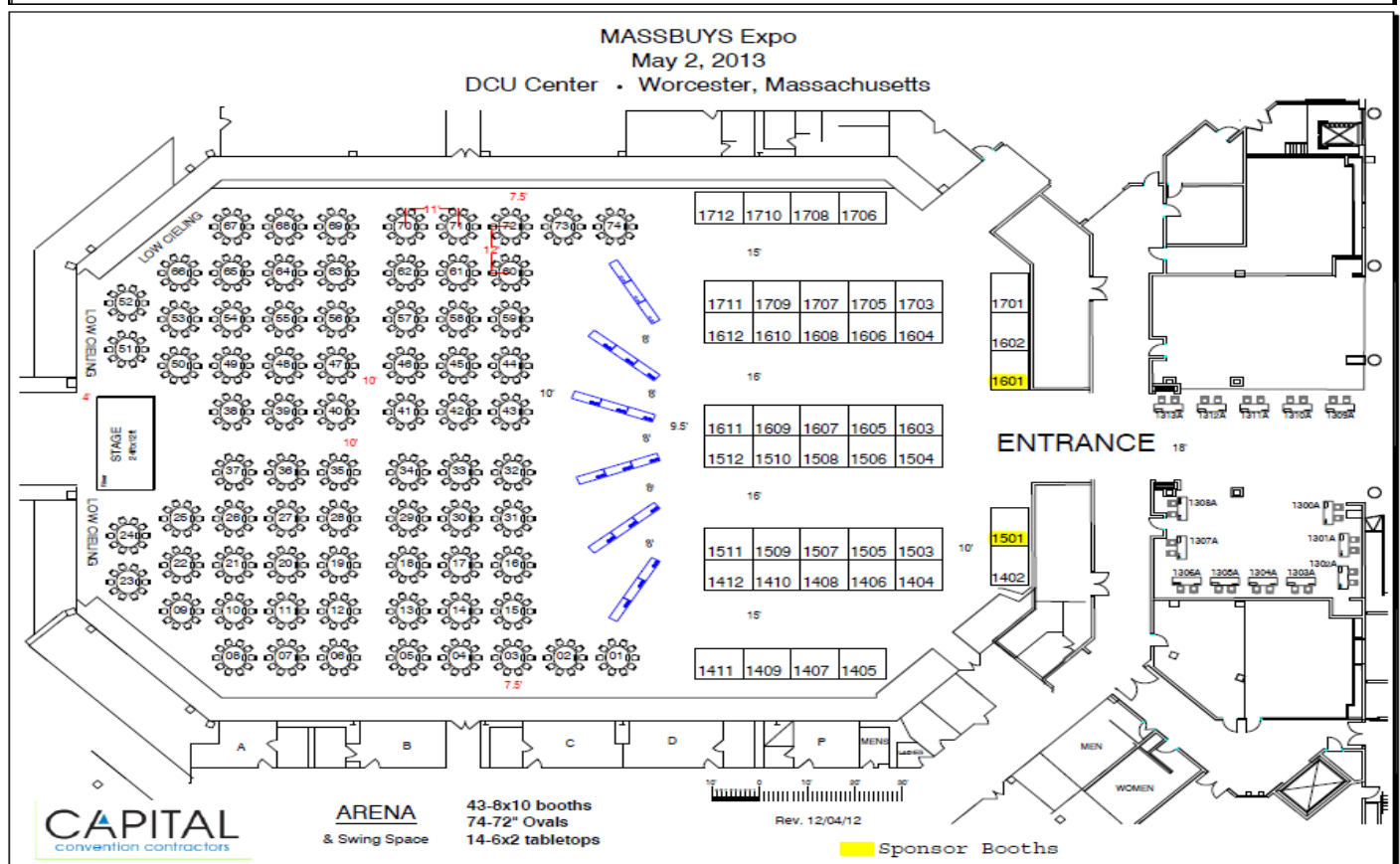
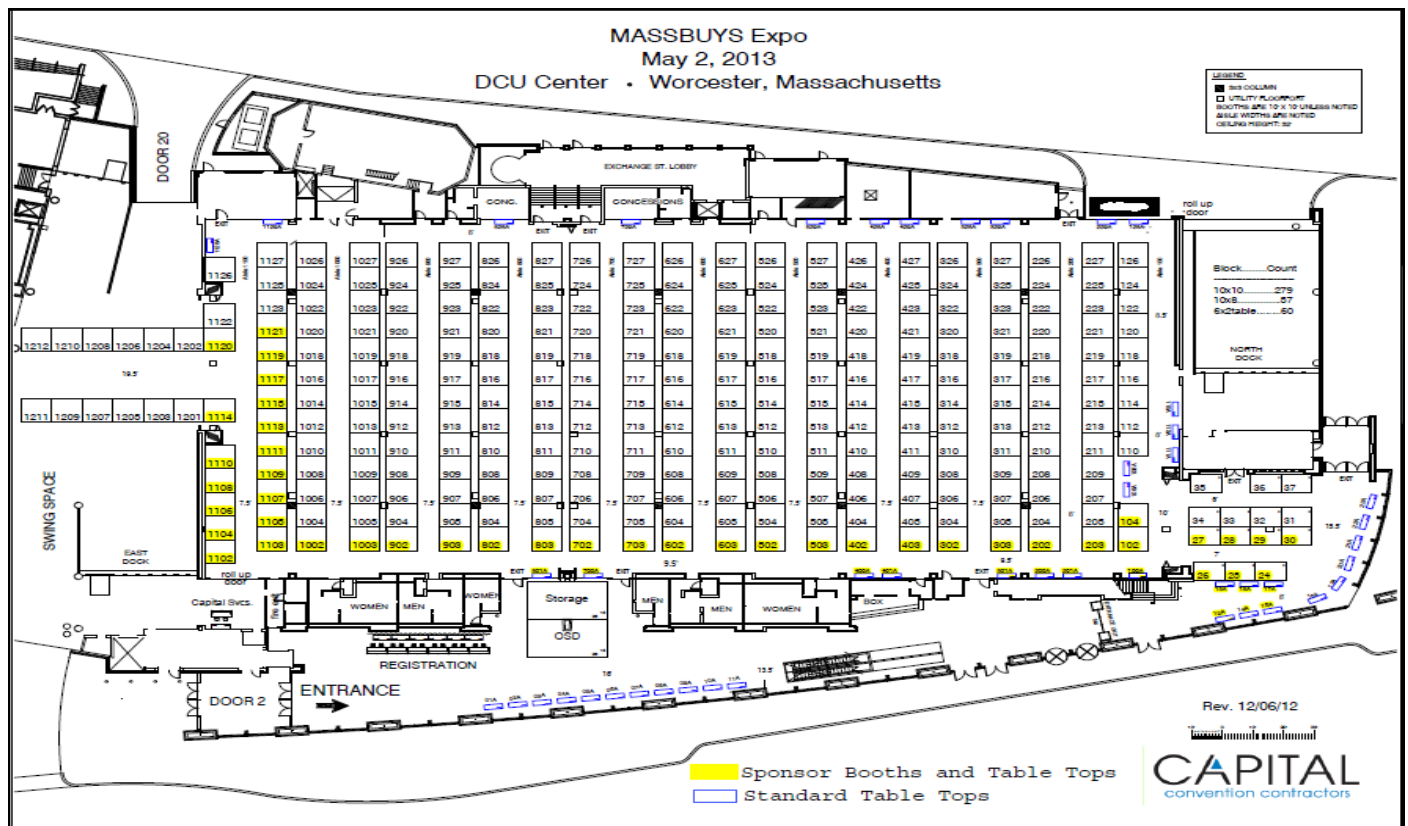
ADVERTISEMENT SIZE	MEASUREMENTS BLACK AND WHITE	PRICE
Full-page	7 ¼" x 9 ¼"	\$800
Half-page	7 ¼" x 4 ¾"	\$500
Quarter-page	3 ½" x 4 ¾"	\$300
Business Card	3 ½" x 2 ¼"	\$150

Comm-PASS Advertising

Comm-PASS WEBSITE	RATES	TECHNICAL SPECIFICATIONS	DISTRIBUTION
www.comm-pass.com	A \$1200 value <i>For only \$600</i>	122 x 83 pixels, <35KB	Date of placement of advertising based on availability. All Comm-PASS advertising must be approved by Strategic Sourcing Leads to ensure compliance with Statewide Contract Terms.

To discuss your customized sponsorship and advertising package, please contact
Susan Aalpoel, Event Coordinator, at 617-720-3387 or MASSbuysAdmin@state.ma.us

EXPO FLOOR PLAN





MASSbuys EXPO

The MASSbuys EXPO is the Massachusetts tradeshow designed exclusively for Commonwealth Statewide Contractors and public procurement professionals. This annual event provides exhibitors and attendees the opportunity to engage and network with others in public procurement and the supplier community.

Our products exposition provides an opportunity to discover the latest products and services available on Statewide Contract. Join us at the DCU Center in Worcester, MA on May 1-2, 2013.

Operational Services Division

The Operational Services Division (OSD) administers the procurement process by establishing Statewide Contracts for goods and services that ensure best value, provide customer satisfaction and support the socio-economic and environmental goals of the Commonwealth and by providing specific operational services. Part of our mission is to establish Statewide Contracts for commodities and services through a fair, open, and competitive procurement process. Our goal is to provide the public purchasing community with contracts that represent best value in terms of price, quality, and service.



Follow us on Twitter

@MASSbuys

#massbuys



Join the discussion on LinkedIn

www.linkedin.com/groups/MASSbuys-EXPO-4252266



Visit the MASSbuys website

Scan this QR code

For questions, please email: MASSbuysAdmin@state.ma.us

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